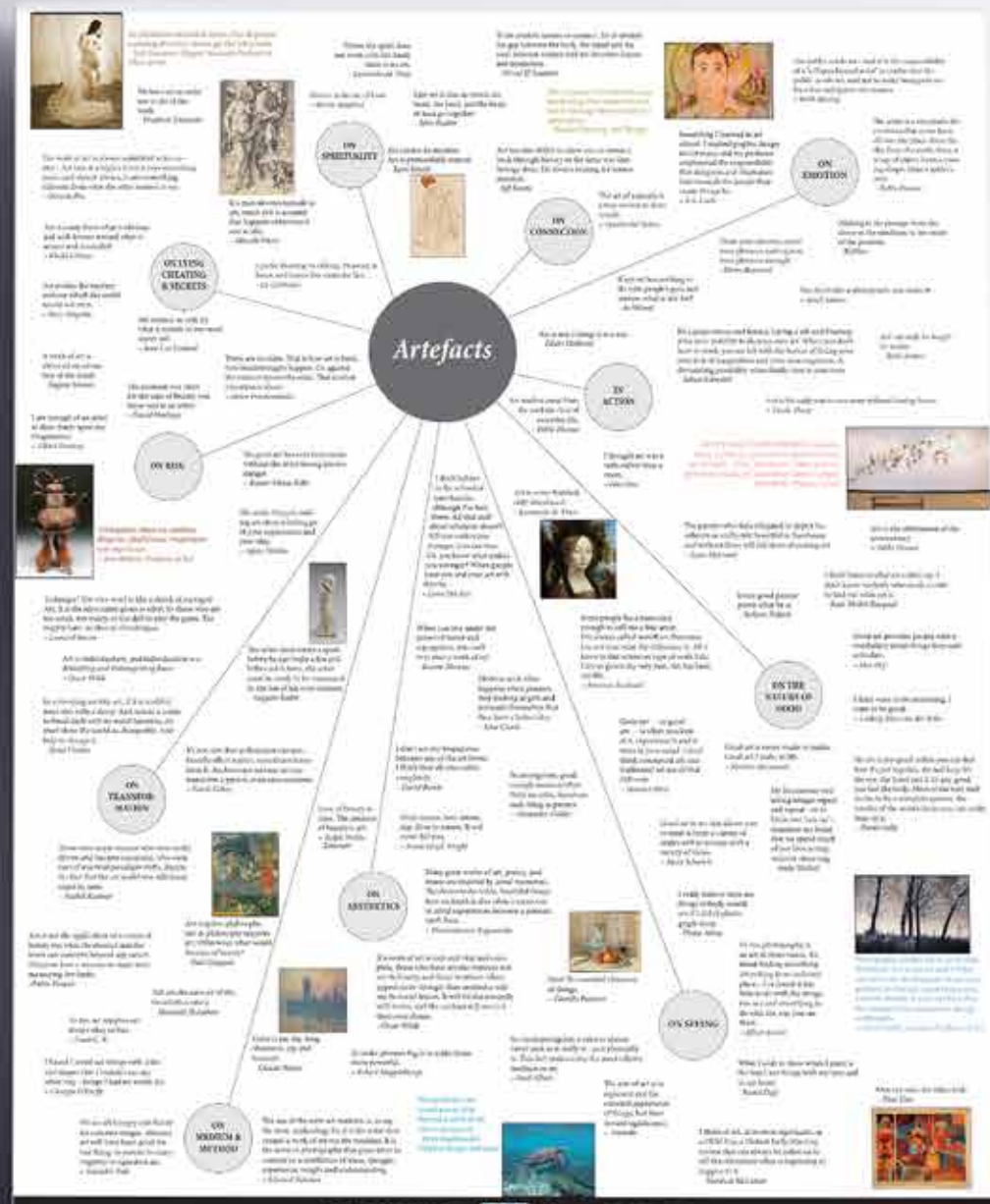




JODI S. HOPPER



Collected for you by **MERCYHURST UNIVERSITY** Over \$30,000 annually in Art Scholarships available. See the reverse side for how to apply today!
Art Education • Art Therapy • Graphic Design • Studio Art

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JODI S. HOPPER



SOMAR
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WORKS



“

The Church is not a building.

”

SO WHAT ABOUT THIS STATEMENT?

What is a Brand?

The confluence of image, language, and essence to authentically convey a state of being or place.

WHAT ISN'T A BRAND?
 A PARAGRAPH
 A PERSONAL TOTEM
 A STRAIGHT JACKET

How do we express this?

Thru Imagery

Thru Language

Thru Our brand

As established by the survey from this spring, the church views itself this way.



How does that language manifest a brand?

Accepting

Inclusive
 Friendly
 Caring
 Welcoming
 Inviting

Slogan/Tagline...

Ritual/Sacrament

Communion
 The Sacrament
 Christ/God
 Fellowship/Community
 Taizé
 Sunday Worship

Those Searching for...

Vibrant

Relationships
 Singing
 Variety of people
 Stain glass
 Growing the physical plant

Found in Colors...

What are we good at?

What kind of parian would find a home here?

What do we have to offer?

Who can we talk to about joining St. Mark's?



Brand Translation



Where you can be you.

Slogan/Tagline



Disenfranchised Christians

Our Tribe

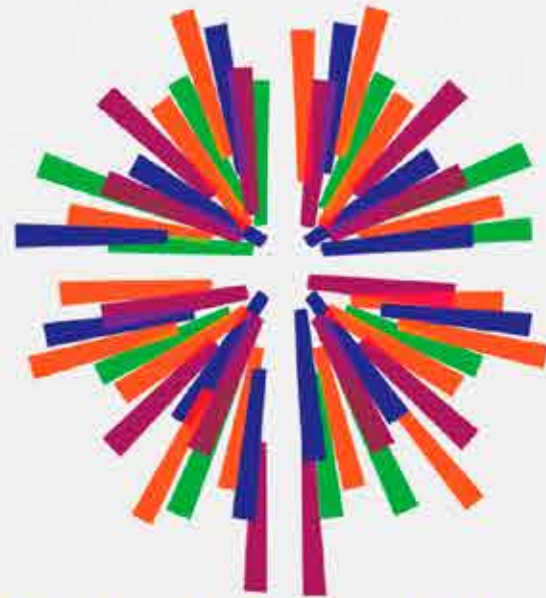


Bold colors

Our Palette of diversity



JODI S. HOPPER



Saint Mark's
EPISCOPAL CHURCH



Poets
&
Thieves



Poets & Thieves



Poets & Thieves



Poets & Thieves



Poets & Thieves



Poets
and
Thieves



Poets
&
Thieves

Poets &
Thieves



Poets
and
Thieves



Poets & Thieves





JODI S. HOPPER



FLOW
RIDER

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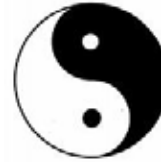
Yin & Yang Wave

A popular symbol in the surf culture, the Yin and Yang symbol is translated to our wave which spills out of the circle. Contemporary treatment of the name and type style enhances the feel of the work.

Additional variation follow on the next page.

The typography used could create continuity among the other Action Sports.

To the left is an example of the logo in black and white necessary to work in 1 color.



Hokusai Mountain & Wave

The Hokusai wave is another image that shows up in reference to surf culture. Hokusai also printed Mount Fuji and many a winter scene. The form is made contemporary through a vector treatment and Americanized with "purple mountains majesty."

The history lesson aside this logo system would allow for alternate emphasis of snowy mountain tops, purple-y earth or rugged mountain side as seen in the example above.



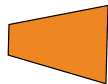


Sunburst

This style allows for grounding of the action with blue ground and bright radial sun. The glint relating to the light of the LED lights and the sun.

Related Actions Sports would use the same base forms, a silhouette, paint splashes, and type in perspective. The components are separated below with the exception of the silhouette. I would recommend the orange remain constant while the blue coloration would change to go with the individual sports.

To the right is a rough of the black and white logo.



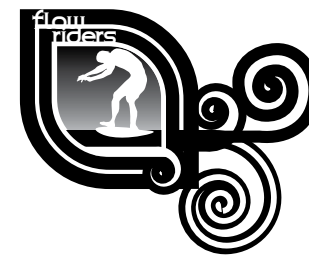
Go Yeti!

Go ahead, laugh, you're supposed to. The normal Yeti is a mountain dwelling mystery. Mass Resort has busted the mystery! He likes Action Sports and has abandoned anonymity to don his speedo, crack and all, and ride the flow!

The curling waves relate to Hindu art. Your Yeti is a blurt of black ink, fuzzy and approachable. He can don the gear necessary for all extreme sports. He could become a mascot. Y.E.T.I. can stand for Young Energetic Thrill-seeking, Individual(s) or what ever you see fit. He can be central to the art, as seen on the left, or he can stealth around the perimeter, as seen on the right.



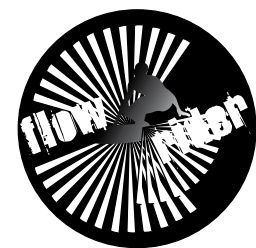
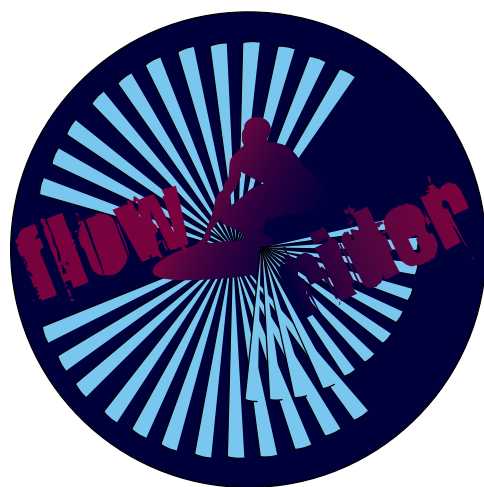
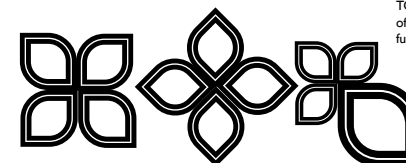
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Be Leaf

The future application of this form for all of the Action Sport venues is apparent. You can have them organized with or without emphasis. You could then use the clover form to brand vacation packages or Quad games. Quad games would be 4 events, 4 different times of year (think of the income) that are open to any competitors. You would have trophies (or awards of some sort). If you plan them for the slow weekends you fill empty rooms/restaurants/seats with money! Also the 4 point for can be related to a lucky clover--do you feel lucky!-- or the state flower-dogwood.

TO the left you will see the black and white version of the logo and the quad configuration for potential future development.

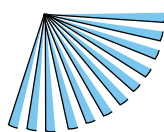


Japanese Flairs

The spoked fan flares recall the Japanese sun image found on many Punk and straight edge designs. Here, they are used to show the spray pattern created by the board riders.

2 variation on this design follow on the next page. One utilizes the very popular paint splash while the other simplifies this first choice.

If this selection is chosen I would recommend, the Japanese flares be incorporated in to each of the Action Sport logos. Gradation would be used on silhouettes to have them emerge from the background as our surfer does here. The title of each of the sports would surround the silhouette as seen in our flow riders here.



Garbage Burger

Graffiti meets surf culture. Design heavy and very trendy, the Garbage Burger allows for extemporaneous imagery to be randomly introduced and decoratively arranged. This style allows for a variety of media to be utilized expanding the palette of visual resources for other Action Sports, T-shirts, and wall murals.

Elements include a textural flow board, a surf silhouette, graphical curlicues, paint splashes, radial fan form and a bird! He is actually the state bird of Virginia, the cardinal. Hence his spiked head feathers or mini-mohawk.

In spite of the visual volume and noise the design works well small and in one color. Inspired by the client provided website of dincdesign.com.

FLOW CREW



FLOWRIDER





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NOUVEAU

 nouveau


NOUVEAU

**NOU
VEAU**

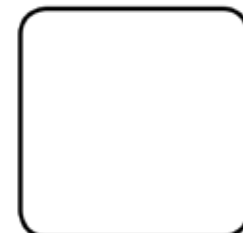
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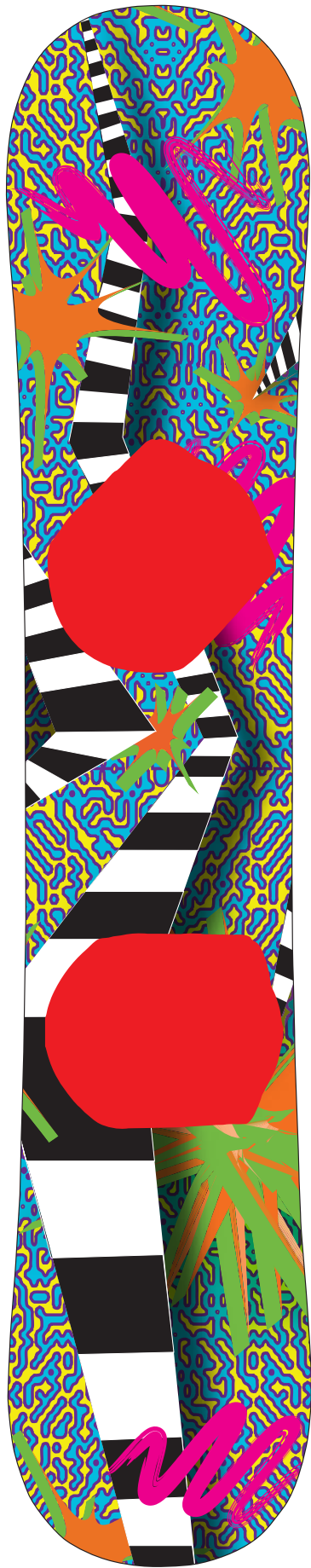


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turpis gravida dictum



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Art Education

Art Education is a program that explores contemporary issues, research, and practice in visual art and art education. There are three courses in the art education sequence: ART 240, ART 311, and ART 312 in which field observations and service learning are required. Students who graduate with a degree in art education will meet all of the requirements to apply for PA certification in art K-12. In addition to eligibility for K-12 teacher certification, graduates will be ready to practice art education in museums and community settings.

For more information, contact the Art Department Chair, Jodi Stanislas Hopper at jstanislahopper@mercyhurst.edu or 814.824.3313.

For detailed course descriptions and artwork examples visit ART.MERCYHURST.EDU and click on Art Education.

—Mistine Greene

CORE PROGRAM COURSES
 ART 100: DRAWING I
 ART 125: 3-DIMENSIONAL DESIGN
 ART 128: BASIC COMPUTER DESIGN
 ART 122: ANCIENT TO MEDIEVAL ART HISTORY
 OR
 ART 104: PRINTMAKING
 OR
 ART 106: PHOTOGRAPHY
 ART 222: HISTORY OF MODERN ART
 ART 240: FOUNDATIONS OF ART EDUCATION
 ART 311: ART EDUCATION/SECONDARY
 ART 312: ART EDUCATION/SECONDARY
 EDUC 210: CURRICULUM ISSUES - INDIVIDUALIZED STUDY
 EDUC 201: PSYCHOLOGY OF DIVERSE LEARNERS
 EDUC 202: INCLUSIVE PRACTICES: PREC
 EDUC 203: PEDAGOGICAL PRACTICES 2-12
 EDUC 401: SUPPORTING LITERACY (K-8 SUGGESTED)
 EDUC 424: CURRICULUM & INSTRUCTIONAL DESIGN (LEARNER EXPERIENCE IN DESIGN)
 EDUC 425: CAPSTONE CURRICULUM (K-12) EDUCATION (STUDENT TEACHING) - 12 CREDITS

Culture of Making

GRAPHIC DESIGN @ MERCYHURST UNIVERSITY

For detailed course descriptions and artwork examples visit ART.MERCYHURST.EDU and click on Art Education.

Graphic Design

"Design is everything we make but it's also between those things. It is a mix of craft, science, storytelling, propaganda, and philosophy."
—Erik Adigard

Real-world, hands-on client experience is part of every design class. Students create everything from publication websites to corporate logos for area businesses and nonprofit organizations.

Comprehensive curriculum includes:

- Print & interactive
- Publishing
- Illustration
- Branding
- UX/UI Design
- Hands-on experience with real clients
- Internship recommended
- Study abroad opportunities

Our grads can be found at:
 Nasar, Wegman's Corporate Headquarters, Dick's Sporting Goods, Homeedics, and at Regional Agencies: Altman Hall, its group, and Engel & O'Neill - to name a few.

For more information, contact the Graphic Design Program Director, Peter Stadtmueller at pstadtmueller@mercyhurst.edu or 814.824.3346.

Design is everything we make but it's also between those things. It is a mix of craft, science, storytelling, propaganda, and philosophy.

—Erik Adigard

CORE PROGRAM COURSES
 ART 100: DRAWING I
 ART 106: PHOTOGRAPHY I
 ART 125: 3-DIMENSIONAL DESIGN
 ART 128: BASIC COMPUTER DESIGN
 ART 122: ANCIENT TO MEDIEVAL ART HISTORY
 OR
 ART 104: PRINTMAKING
 OR
 ART 123: RENAISSANCE TO 20TH CENTURY ART HISTORY
 ART 220: TYPOGRAPHIC FOUNDATIONS
 ART 221: DIGITAL IMAGER
 ART 225: COMPUTER ILLUSTRATION
 ART 230: GRAPHIC DESIGN THEORY
 ART 231: TYPE AND PUBLICATION DESIGN
 ART 232: INTRODUCTION TO VISUAL DESIGN
 ART 323: CORPORATE IDENTITY AND BRANDING
 ART 325: PORTFOLIO DEVELOPMENT
 ART 322: INTERMEDIATE WEBSITE DESIGN
 + 3-4 APPROVED STUDIO COURSES

Sr. Angelica Cummings 42nd Annual Art SCHOLARSHIP

JOIN IN A CULTURE OF MAKING

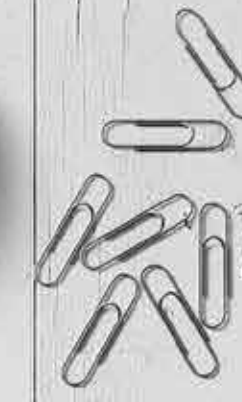
Deadline: December 6, 2016

Art Therapy

"I found I could say things with color and shapes that I couldn't say any other way... things I had no words for."
—Georgia O'Keeffe

Art Therapy is the creative use of art media to promote health and wellness. At Mercyhurst art therapy students take a combination of art therapy, psychology, and studio courses. In art therapy classes students learn by experiencing the healing aspects of art making. Readings and discussion focus on the ways art can be helpful to people with a wide range of problems. Community work and in class exercises teach the skills of supporting therapeutic art making with others. Students who choose to major in art therapy also receive an internship. The internship offers students the opportunity to work in a community setting and gain professional experience.

CORE PROGRAM COURSES
 ART 100: DRAWING I
 ART 125: 3-DIMENSIONAL DESIGN
 ART 128: BASIC COMPUTER DESIGN
 ART 122: ANCIENT TO MEDIEVAL ART HISTORY
 OR
 ART 104: PRINTMAKING
 OR
 ART 123: RENAISSANCE TO 20TH CENTURY ART HISTORY
 ART 125: ART THERAPY I/INTRODUCTION
 ART 126: ART THERAPY II/MATERIALS & METHODS
 ART 425: ART THERAPY III/PRACTICES
 ART 426: ART THERAPY IV/INTERNSHIP
 OR
 ART 105 OR 105: PAINTING
 ART 106: CERAMICS
 PSYC 101: PSYCHOLOGY
 PSYC 241: LIFE-SPAN DEVELOPMENT
 PSYC 201: PERSONALITY
 OR
 PSYC 211: ABNORMAL PSYCHOLOGY
 OR
 PSYC 301: PSYCHOLOGY



HOOKED
ON BOOKS!

Hooked
on Books

Hooked
on Books

HOOKED
ON BOOKS!

HOB
Mystery

I'm Hooked on
Mystery

HOOKED
ON BOOKS!

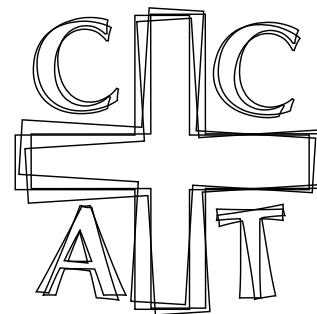
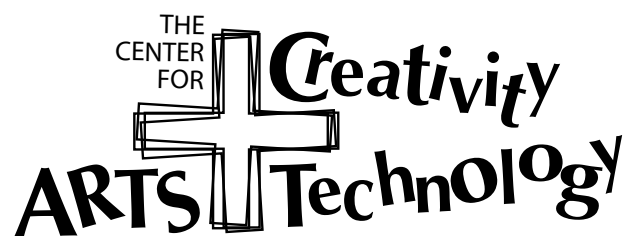
HOB
Adventure

HOB
Fantasy

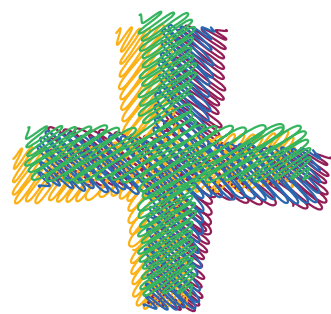


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The Center for Creativity Arts, and Technology



The Center for Creativity Arts, and Technology



The Center for Creativity Arts, and Technology





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1897
Schoolhouse Tavern
Courtyard & Barn

1897
Place









To view more of Jodi's fine art visit: willdesignforfood.net